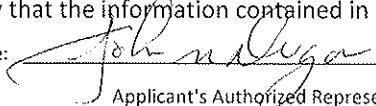


APPENDIX I - PLANNING GRANT APPLICATION FORM

Applicant (Agency & address-including zip) City of Fresno Development & Resource Management Depart 2600 Fresno St., Room 3065 Fresno, CA 93721		Proposed Date of Completion: February 2013	
		Grant Amount Requested: \$992,214	
		Check one	If Joint Proposal, list participating entities/contact person
		<input checked="" type="checkbox"/> City	
		<input type="checkbox"/> County	
		<input type="checkbox"/> MPO	
		<input type="checkbox"/> COG	
		<input type="checkbox"/> RTPA	
		<input type="checkbox"/> JPA	
		<input type="checkbox"/> Joint Proposal	
Lead Applicant's Name: Keith Bergthold			
Title of Proposal (summarize the deliverable to be funded by this grant) Strategic Centers Solution for SB375 Implementation			
Applicant's Representative Authorized in Resolution Name: John M. Dugan Title: Director for Development & Resource Management Phone: 559-621-8004 Email: John.Dugan@fresno.gov		Person with Day to Day Responsibility for Plan (if different from Authorized Representative) Name: Keith Bergthold Title: Assistant Director Phone: 559-621-8049 Email: Keith.Bergthold@fresno.gov	
Check all of the following that are incorporated or applicable to the proposal:			
Focus Area		Program Objectives	
<input checked="" type="checkbox"/>	Focus Area #1	<input checked="" type="checkbox"/>	Applying for 20% EDC set aside
	Focus Area #2		
	Focus Area #3	<input checked="" type="checkbox"/>	Improve air and water quality
Eligibility Requirements (mandatory)		<input checked="" type="checkbox"/>	Promote public health
<input checked="" type="checkbox"/>	Consistent with State Planning Priorities	<input checked="" type="checkbox"/>	Promote equity
<input checked="" type="checkbox"/>	Reduces GHG emissions on a permanent basis	<input checked="" type="checkbox"/>	Increase affordable housing
<input checked="" type="checkbox"/>	Collaboration requirement	<input checked="" type="checkbox"/>	Increase infill and compact development
Priority Considerations		<input checked="" type="checkbox"/>	Revitalize urban and community centers
<input checked="" type="checkbox"/>	Demonstrates collaboration & community involvement	<input checked="" type="checkbox"/>	Protect natural resources and agricultural lands
<input checked="" type="checkbox"/>	Addresses climate change impacts	<input checked="" type="checkbox"/>	Reduce automobile usage and fuel consumption
<input checked="" type="checkbox"/>	Serves as best practices	<input checked="" type="checkbox"/>	Improve infrastructure systems
<input checked="" type="checkbox"/>	Leverages additional resources	<input checked="" type="checkbox"/>	Promote water conservation
<input checked="" type="checkbox"/>	Serves an economically disadvantaged community	<input checked="" type="checkbox"/>	Promote energy efficiency and conservation
<input checked="" type="checkbox"/>	Serves a severely disadvantaged community	<input checked="" type="checkbox"/>	Strengthen the economy
I certify that the information contained in this plan application, including required attachments, is complete and accurate			
Signature: 		8/30/2010	
Applicant's Authorized Representative as shown in Resolution		Date	
Print Name and Title: John M. Dugan, AICP, Director of Development and Resource Management			

SUMMARY- Fresno Strategic Centers Solution for SB375 Implementation

The Fresno Strategic Centers Solution for SB 375 Implementation program will comprehensively achieve all Strategic Growth Council Prop 84 Sustainable Communities Planning Grant Program Objectives. Focus Area # 1 funds are requested to support preparation of technical analyses necessary to completely update the Fresno General Plan and Development Code. This effort will thoroughly articulate a vision and implementation program to achieve a Strategic Centers urban form with a fully integrated transportation network. In addition, an allocation of extremely disadvantaged communities focus area funds is requested for the completion of the Fulton Corridor and Downtown Neighborhoods specific and community plans together with implementing form based code. This effort specifically targets the issues and opportunities most relevant to the City's Central Core Area population and the community's well documented conditions of concentrated poverty.

The Strategic Centers Solution urban form is supported by a proposed Bus Rapid Transit corridor network, which together with new design standards, infrastructure improvements, independent financing districts, and a proposed policy not to expand the Sphere of Influence, addresses the host of SGC program objectives. Air and Water Quality, Public Health, Social Equity, Affordable Housing, Compact Development, Revitalized Urban and Community Centers, Protection of Natural Resources and Farmland, Reduced Auto Use and Fuel Consumption, Infrastructure Systems, Energy and Water Efficiency, and A Stronger Economy are 'interdependent' goals, and all are promoted, improved, and integrated by a new efficient 'compact' urban form proposed in Fresno of high density mixed use 'strategic' activity centers designed with high quality public amenities and open space for safe and convenient walking, biking, and transit options which in turn reduce growth of VMT, shorten trip lengths, and encourage physical exercise. Strategic activity centers are designed to be developed with 'green' infrastructure and buildings and offer a mix of market-based and more 'affordable' dwellings and to promote water and energy resource efficiency and conservation with lower average maintenance costs and accessibility to public transportation, jobs, recreation and services. A metropolitan scale network of strategic activity centers allows the urban area to grow 'in, up, and mixed' in a more contained and sustainable pattern, rather than ever outward, substantially reducing future consumption of irreplaceable agricultural land and natural resources and reducing the need for exclusive auto use and related fuel consumption. Investment in high quality and strategic public infrastructure becomes more viable and fiscally sustainable in strategic activity centers, and justify significant investment in new metro scale water infrastructure and conservation programs. New independent financing districts are recommended to fund capital improvements, maintenance and ongoing public services in strategic activity centers, which directly reduce burdens on stressed General Funds that must be used to finance rapidly accumulating deferred costs in existing areas. The strategic centers urban form creates a competitive economic advantage versus low-density suburbia for attracting private investment, new businesses and entrepreneurs seeking to serve, prosper, and innovate in these more urban oriented, diverse and high activity settings.

The Strategic Centers Solution has a three-tiered hierarchy of urban centers, Primary Strategic, Retrofit Strategic and Suburban Strategic. The distribution of these centers target achievement of equity, economy, and environmental goals in a fiscally sustainable manner. These compact, walk-able, transit oriented centers, primarily focused upon key infill and urban revitalization locations, will support more advanced transit services such as bus rapid transit in the immediate future and ultimately even light rail or personal rapid transit in the long term future.

Strategic Growth Council (SGC) Sustainable Communities Planning Grant and Incentive Program

Fresno proposes a **Strategic Centers Solution for SB 375 Implementation** best practice model which integrates all the interdependent program objectives of the SGC Sustainable Community program.

SECTION ONE – FRESNO PROJECT PROPOSAL

(A) The City proposes comprehensive plans and implementation using the Strategic Centers Solution.

The City of Fresno proposes to achieve the purpose and goals of the Strategic Growth Council Sustainable Communities Planning Grant and Incentive Program (Proposition 84) through a comprehensive and innovative planning and implementation effort, Strategic Centers Solution, that will provide the metropolitan design framework for an updated 2035 Fresno General Plan, an implementing Unified Development Code and a central area focused planning and revitalization strategy comprised of the Fulton Corridor Specific Plan and Downtown Neighborhoods Community Plan. It is expected that the City's program to establish a broadly accepted urban form and transportation vision with an effective implementing program will constitute an informative best practices model for other communities within the San Joaquin Valley by achieving all of the threshold requirements, program objectives and priority considerations of the Sustainable Communities Planning Grant and Incentive Program.

(B) The City requests an award of \$800,000 in Focus Area 1 Funds. These funds will support the preparation of a transforming metropolitan master plan vision together with implementing strategies and tools to achieve a Strategic Centers urban land use form and integrated multi-modal transportation system. This Strategic Centers Solution for SB375 Implementation strives to optimize the reduced consumption of energy generated from non-renewable carbon-based sources through a combination of more efficient building forms, more effective use of landscaped and open space areas, reduced paved surface areas devoted to vehicular use and storage, and increased function and attraction of multiple transportation choices to reduce excessive dependence upon the private automobile for travel.

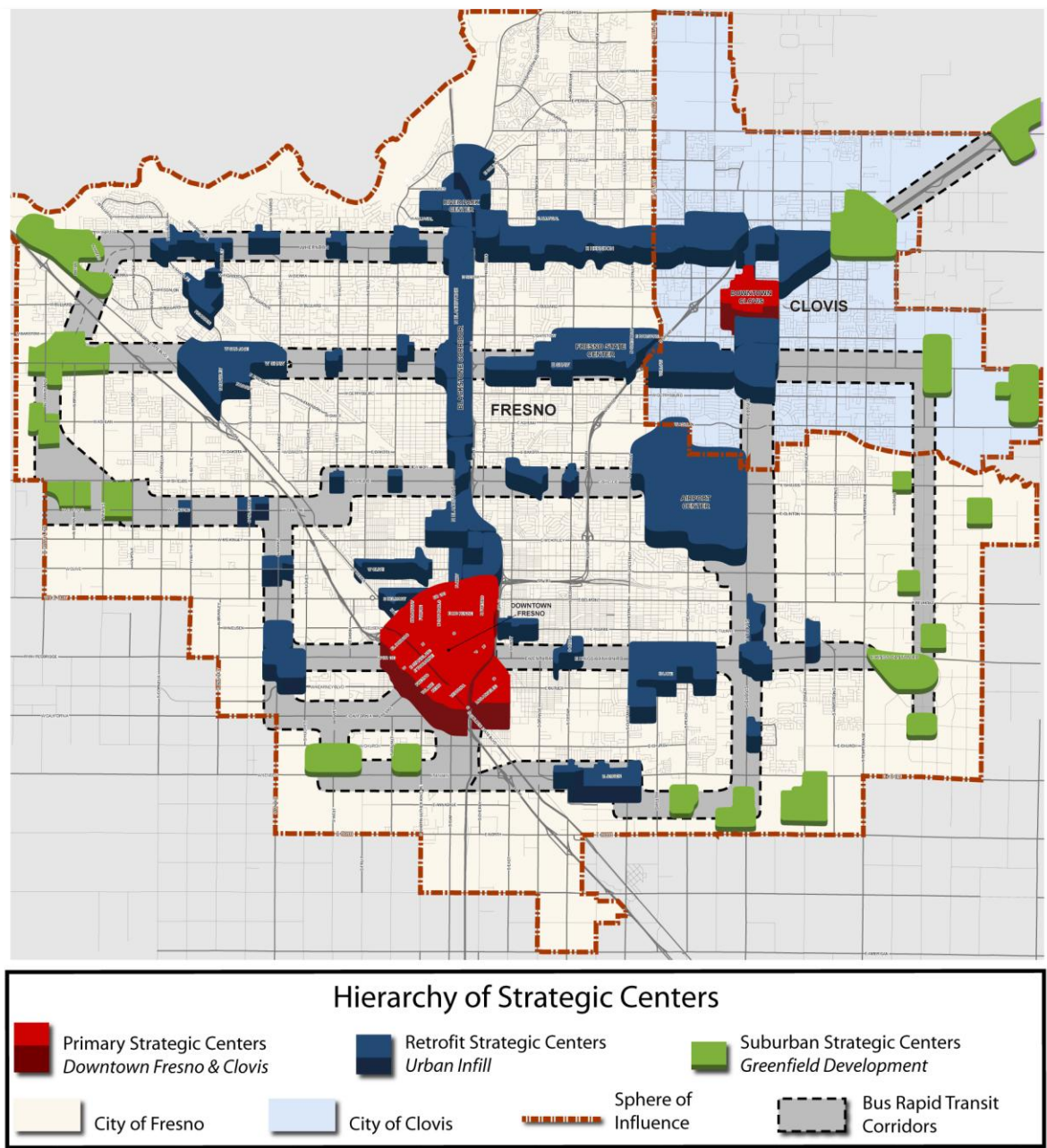
(C) The City also requests an award \$192,214 from the funds set aside for economically disadvantaged communities. These funds will contribute to Fresno's central core area planning program. Completion of these planning efforts, comprised of the Fulton Corridor Specific Plan, Downtown Neighborhoods Community Plan and Form Based implementation code are critical to the effort of reversing a 40-year decline in the prominence and vitality of the City's central core area and re-establishing it as the Primary Strategic Center and nucleus of a highly integrated and interconnected system of Strategic Centers. These downtown plans strive to provide a holistic approach to providing a desirable living, working, and entertainment environment for a diverse range of individuals, families, and businesses while comprehensively addressing physical, social, educational and economic issues necessary to serve an existing economically disadvantaged community.

(D) The City will significantly leverage SGC funds invested. An award of \$992,214 of Sustainable Communities grant funds to the City of Fresno will be leveraged and supplemented with approximately \$2,206,524 in DOE-EECBG funds, City General Revenue and Enterprise Fee funds to substantially complete Phase 1 of the General Plan and Unified Development Code Update, and leveraged with \$ 634,664 in CDBG funds allocated to the Fulton Corridor and Downtown Neighborhoods plans together with an implementing Form-Based code, for a total Fresno Project cost of \$3,833,402.

(E) A three-tiered hierarchy of Strategic Centers will be implemented. SGC Sustainable Communities grant funds will provide critical resources necessary to complete the metropolitan and downtown area planning proposed to implement the Strategic Centers solution. The Strategic Centers Solution framework will provide for a three-tiered hierarchy of centers with the highest tier being the **Primary Strategic Center** anchored by the Downtown Fulton Corridor and supported by the surrounding Downtown Districts and Neighborhoods. A second tier will be comprised of **Retrofit Strategic Centers**

(often characterized by presently underutilized, obsolete and partially vacant properties) which are located along key transportation corridors identified as appropriate for Bus Rapid Transit services.

Suburban Strategic Centers would comprise the third tier of centers, which will be focused at current 'greenfield' locations along planned transportation corridors within the presently established metropolitan planning area. Suburban Strategic Centers would typically be located within those areas presently designated for future low or moderate density residential uses and strip commercial developments that would otherwise be dependent upon private automobile use for all daily travel needs. With completion of Strategic Centers planning effort, the somewhat vague concept and goal of activity centers and transit corridors presented by the 2025 Fresno General Plan, adopted in 2002, will be clearly defined and accompanied by assertive rather than passive implementation programs to transform planning vision into reality over the twenty-five year horizon of the updated general plan. Fresno and Clovis are collaborating on Strategic Centers.



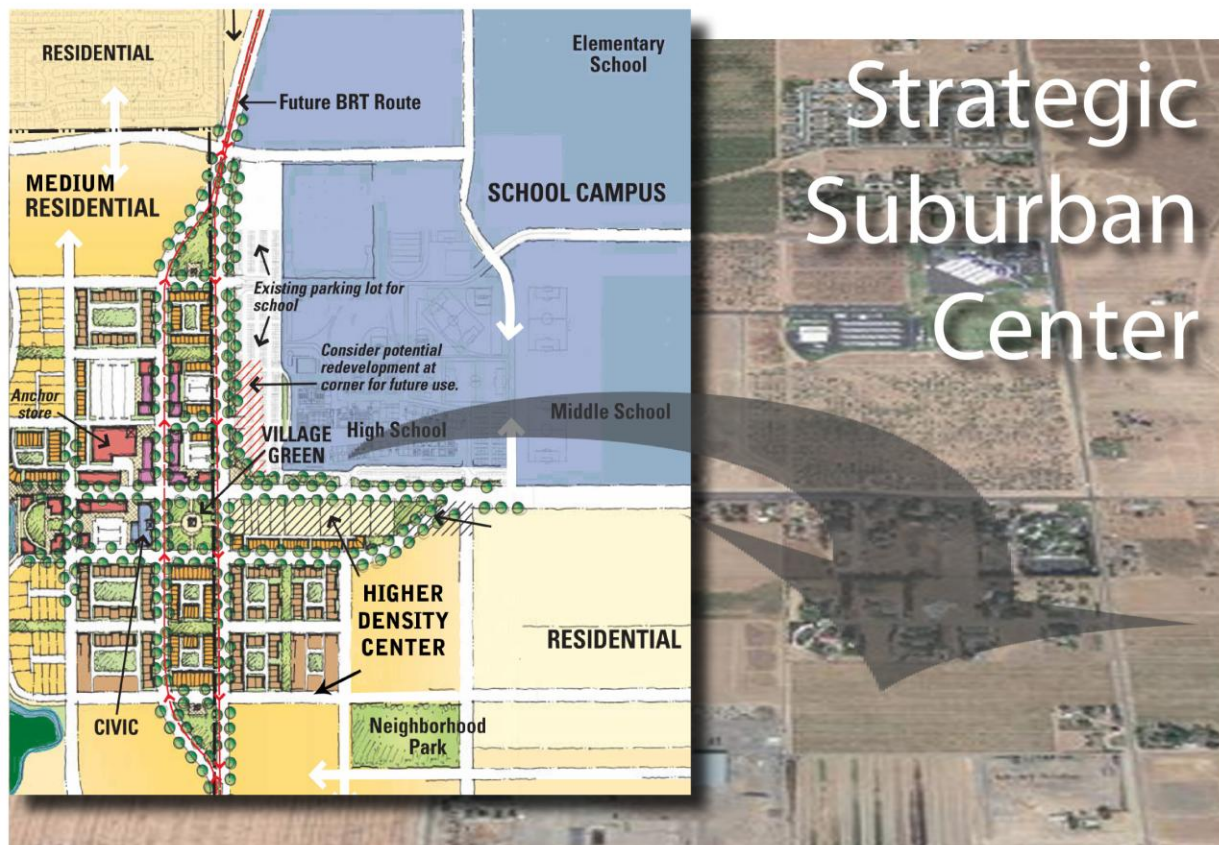
(F) The Strategic Centers Solution urban form is supported by a proposed Bus Rapid Transit corridor network, which together with new design standards, infrastructure improvements, independent financing districts, and a proposed policy not to expand the Sphere of Influence, addresses the host of SGC program objectives.

- Air and Water Quality, Public Health, Social Equity, Affordable Housing, Compact Development, Revitalized Urban and Community Centers, Protection of Natural Resources and Farmland, Reduced Auto Use and Fuel Consumption, Infrastructure Systems, Energy and Water Efficiency, and A Stronger Economy are 'interdependent' goals, and all are promoted, improved, and integrated by a new efficient 'compact' urban form proposed in Fresno of high density mixed use 'strategic' activity centers designed with high quality public amenities and open space for safe and convenient walking, biking, and transit options which in turn reduce growth of VMT, shorten trip lengths, and encourage physical exercise. (See the comparison on the next page of 'Conventional Development' around an existing education center versus a possible 'Strategic Suburban Center' integrated design.)
- Strategic activity centers are designed and proposed to be developed with 'green' infrastructure and buildings and offer a mix of market-based and more 'affordable' dwellings and to promote water and energy resource efficiency and conservation with lower average maintenance costs and accessibility to public transportation, jobs, recreation and services.
- A metropolitan scale network of strategic activity centers allows the urban area to grow 'in, up, and mixed' in a more contained and sustainable pattern, rather than ever outward, substantially reducing future consumption of irreplaceable agricultural land and natural resources and reducing the need for exclusive auto use and related fuel consumption.
- Investment in high quality and strategic public infrastructure becomes more viable and fiscally sustainable in strategic activity centers because costs are spread over a much greater number of household units and higher average valuations per acre.
- A defined network of strategic centers justify and create predictability for investment in new metro scale infrastructure for surface water treatment, distribution, reclamation, recycling, stabilizing of ground water aquifers at higher levels, water conservation pricing and programs that substantially reduce per capita consumption and potential contamination, and secure long-term water supply.
- New independent financing districts are recommended to fund capital improvements, maintenance and ongoing public services in strategic activity centers, which directly reduce burdens on stressed General Funds that must be used to finance rapidly accumulating deferred costs in existing areas.
- The strategic centers urban form creates a competitive economic advantage versus low-density suburbia for attracting private investment, new businesses and entrepreneurs seeking to serve, prosper, and innovate in these more urban oriented, diverse and high activity settings.

(G) Challenges and Opportunities for Fresno and the San Joaquin Valley

Fresno is the largest city in the highly productive agriculture-based San Joaquin Valley. The Valley is widely recognized as a critical geographic and resource area for the continued growth and sustainability of California. The Valley's eight counties now hold nearly four million residents. The population within Fresno's 157 square mile planning area (Sphere of Influence) is forecasted by the Department of Finance and Fresno COG to grow from 624,000 residents in 2010 to over 961,000 by 2035, more than a 50% faster growth rate than the forecasted state average. The growth of Fresno, like all Valley cities, has expanded out onto nearby farmland in a low-density suburban form since the end of WWII. The Fresno incorporated area, now 112 square miles, has expanded geographically by a magnitude of eight times since WWII.

Comparison of Convention Development to a Conceptual Plan for a Suburban Strategic Center



Fresno faces some harsh realities. Like much of the San Joaquin Valley and its cities and rural communities, Fresno is characterized and/or compared by a number of sources and studies as an area of significant concentrated poverty and unemployment; a predominantly low skilled and poorly educated workforce; a neglected downtown core and surrounding low-income neighborhoods; severe deficits of affordable and diverse housing opportunities; insufficient provision of human and social services; an undiversified and uncompetitive urban economy; very poor air quality and severe public health issues; emerging water supply and water quality issues; limited regional transportation infrastructure and inconvenient and ineffective transit service; out-of-date land use plans, policies, codes, and difficult development permitting processes; fiscal resource and city staff capacity constraints; and a sprawling growth pattern of low-density, auto-dependent, residential/commercial suburban-oriented development that continues to consume significant amounts of irreplaceable and world class irrigated farmland and to produce significant green house gas emissions.

However, positive changes are in the works and Fresno has launched an integrated planning program to capitalize on them. Fresno will now be one of the few proposed California High Speed Rail station stops in the Valley on the main line connecting Los Angeles and San Francisco. Fresno can and will capitalize on this 21st century passenger rail opportunity and adopt and apply new Smart Growth Principles to begin to meaningfully address and overcome its increasing array of challenges. Over the past three years the City of Fresno has embarked upon an integrated planning program to define and guide significant changes in our future urban form away from endless suburban expansion to be more balanced, climate positive, compact, efficient, competitive, equitable, and affordable, and to offer greater transportation options and choices for all residents and area employees. Our planning goals encourage significant reinvestment in the downtown core area, neglected neighborhoods and districts, stimulate more in-fill and revitalization projects, and mix into existing suburban development walk-able, bike-able and transit-oriented activity centers and corridors that would allow for significant reductions in vehicles traveled, reduced trip lengths, and resulting green house gas emission reductions.

Fresno is making progress with planning and creating new opportunities for public engagement. The City has made significant planning progress in publically vetting its planning program scope of work and documenting baseline land use characteristics in a GIS data base format through a recent DOE-EECBG grant, and is ready to initiate substantial public participation with the formulation of new and revised metropolitan scale land use plans, policies, development codes and infrastructure improvement programs. However, the necessity to overcome a nearly exclusive history of decisions favoring low-density and auto-dependent expansion and the politics, business models, and emotions associated with those decisions and interests, requires that the development of a Strategic Centers focused General Plan is supported by a considerable amount of factual data, analyses, public engagement, input and support. This grant fund request will provide critical studies and documentation to be used with GIS databases and the I-PLACE3S platform (an interactive scenario analysis tool using fact based analytical metrics) to systematically engage all stake-holder groups and policy makers (particularly inclusive of typically non-participating residents), for goal setting, information exchange, plan alternatives analysis and impact assessment, and public hearings.

(H) A new era and style of regional collaboration has been initiated in the San Joaquin Valley through Smart Valley Places, a consortium formed by 14 of the 16 Urbanized Areas in the eight counties to jointly develop and share the best practice planning tools, plan elements, codes, and resource programs to implement smart growth and sustainability principles throughout the Valley.

The Smart Valley Places Consortium will be coordinated by the SJV Partnership and driven by a compact adopted by each of the initial of 14 cities in partnership with four regional non-profit organizations,

California State University, Fresno and the San Joaquin Regional Policy Council (RPC), which represents all MPOs in the Valley. The City of Fresno was the lead organizer for the founding of Smart Valley Places and for its first grant application to the HUD Sustainable Communities Initiative. (See Collaboration Documentation). All Fresno planning products will be shared through Smart Valley Places.

(I) Achievement of Strategic Growth Council Program Objectives, Priority Considerations, and Threshold Requirements

The Strategic Centers Solution to SB 375 Implementation planning program is focused upon containing the expansion of the Fresno metropolitan area's urban footprint by promoting the establishment of a network of vibrant multiple-use activity centers located along corridors to be served by proposed Bus Rapid Transit as well as other high quality public facilities and services. The objectives of this planning and implementation program will promote the achievement of State Planning Priorities (Government Code Section 65041.1), the program objectives of the Strategic Growth Council and the Sustainable Communities Planning Grant and Incentive Program as well as the program's priority considerations.

The guiding goals of the Strategic Centers Solution target creation of an enhanced urban community characterized by sustainable economic growth, judicious use of natural resources, reduced production of environmentally deleterious emissions including greenhouse gases, and the equitable and fiscally sustainable provision of public facilities and services throughout the metropolitan area including economically and socially distressed older neighborhoods. This effort will be consistent with and expand upon the recently established eight-county area San Joaquin Valley Blueprint Smart Growth Principles, and will provide a leading example of feasible and replicable best practices for integrated land use and transit to accomplish AB 32 and SB 375 greenhouse gas emission reduction goals.

The use of Sustainable Communities Planning Grant funds will be supported and leveraged by the use of EECBG, CDBG and other grant or local funds and resources to provide a Strategic Centers comprehensive plan and implementation program that will be shared through the Smart Valley Places consortium with all jurisdictions in the Valley to facilitate broad-based promulgation of resource efficient greenhouse gas reducing best practices throughout the region.

There are four key components of this approach, all of which contribute to the achievement of program objectives, priority considerations and threshold requirements.

Strategic Centers – Identifies place type characteristics, population and employment capacities, development guidelines and infrastructure enhancement strategies to facilitate development of strategically located activity center areas within the developed metropolitan area to support enhanced multi-modal transportation options. Peripheral urban expansion will be contained within existing planned urban boundaries with public facility improvement priorities and urban growth strategies focused upon promoting infill development and reinvestment. A more compact and sustainable urban form supported by a well integrated multi-modal transportation network will minimize conversion of important agricultural lands, make the most efficient use of water and other natural resources, and reduce the consumption of non-renewable sources of energy and the attendant production of greenhouse gas emissions.

Fulton Corridor and Downtown Neighborhoods Focused Specific and Community Plans – Removes existing uncertainty and ambiguity of expectations for downtown and surrounding central area neighborhoods by defining the form, function, character, expectations and parameters that will promote infill and reinvestment within the central core area which is the region's primary strategic center. This planning effort will also include an implementing form based code that will serve as a model for adaptation to the retrofit and suburban strategic centers. The central core area plans and

implementing codes will particularly focus upon the issues, concerns and needs of the severely economically disadvantage residents of these neighborhoods.

General Plan Update – Establishes overall context of goals, objectives, implementation strategies and priorities to guide capital improvement programs other actions that will promote infill development and reinvestment within the downtown primary strategic center as well as the retrofit strategic centers and supporting suburban strategic centers that support the implementation the principal transportation corridors. In addition to addressing land use, transportation, housing and resource management issues the General Plan Update will include objectives and strategies to address the equitable and fiscally sustainable provision public services that support a healthier, more educated, and economically competitive urban community.

Unified Development Code – Provides reliable and definitive procedures and development standards necessary to attract and direct the reinvestment of private funds and resources into the development of the central core area primary strategic center, surrounding retrofit strategic centers and transit supporting suburban strategic centers. The unified code will replace city's 50-year old zoning ordinance and related municipal code provisions with an unambiguous code that implements the strategic centers general plan urban form.

Program Objectives

Improve Air and Water Quality. Implementation of a network of walkable, bikable and transit supportive mixed use activity centers will measurably reduce the growth of VMT and shorten trip lengths, which will be required to reduce emissions and improve air quality. The compact development associated with strategic activity centers must be served by treated surface water which will allow balancing of the groundwater aquifer and reduce potential contamination to maintain water quality.

Promote Public Health. The substantial increase in walkable and bikable neighborhoods, districts, and core area improvements with accompanying high quality public amenities and open space called for in the Strategic Centers Solution will encourage physical exercise and promote public health.

Promote Equity. Strategic activity centers will be designed as a higher density platform to offer a mix of market-based and more 'affordable' dwellings and to promote water and energy resource efficiency and conservation with lower average household maintenance costs and convenient accessibility to public transportation, jobs, recreation and services, all of which will help promote greater equity of opportunity in Fresno.

Increase Housing Affordability. The higher density and more efficient housing platforms associated strategic activity centers, plus convenient access to affordable transit, combine to reduce both average housing and transportation costs which contribute to overall housing affordability.

Promote Infill and Compact Development. Primary and retrofit strategic centers are based upon infill and compact development, while suburban strategic centers in greenfield areas introduce efficient compact and transit-oriented development to conventionally lower density and auto-dependent areas.

Revitalize Urban and Community Centers. Revitalization of the urban core and neglected neighborhoods is one of the City of Fresno's chief motives for undertaking the ambitious downtown planning effort in connection with updates and improvements to its General Plan.

Protect Natural Resources and Agricultural Lands. In the absence of an overarching urban design theme and economically competitive land use alternative as is offered by the Strategic Centers Solution, sprawl development will continue to threaten the prime and other high-value farmland that surrounds Fresno, and consume more of the San Joaquin Valley's limited water supply.. The higher density network

of mixed use activity centers proposed can accommodate significant population growth, housing demand, and economic activity with excellent quality-of-life opportunities without requiring sphere of influence expansion for potentially 25-40 years.

Reduce Automobile Usage and Fuel Consumption. As noted above, implementation of a network of walkable, bikable and transit supportive mixed use activity centers will measurably reduce the growth of VMT and shorten trip lengths, which will promote reduction in automobile usage and accompanying fuel consumption.

Improve Infrastructure Systems. New independent financing districts are recommended to fund capital improvements, maintenance and ongoing public services in strategic activity centers, which will directly reduce burdens on stressed General Funds that must be used to finance rapidly accumulating deferred costs in existing areas, and will thus allow for improvement of the quality of infrastructure systems in both new and existing development.

Promote Water Conservation. Appropriate pricing that encourages conservation of a depleting and ultimately irreplaceable resource for life, plus a network of strategic centers with sufficient densities and intensities, will financially justify and create the predictability needed for significant investment in new metro scale infrastructure for surface water treatment, distribution, reclamation, recycling, stabilizing of ground water aquifers at higher levels, and with ongoing water conservation programs that substantially reduce per capita consumption will secure long-term water supply.

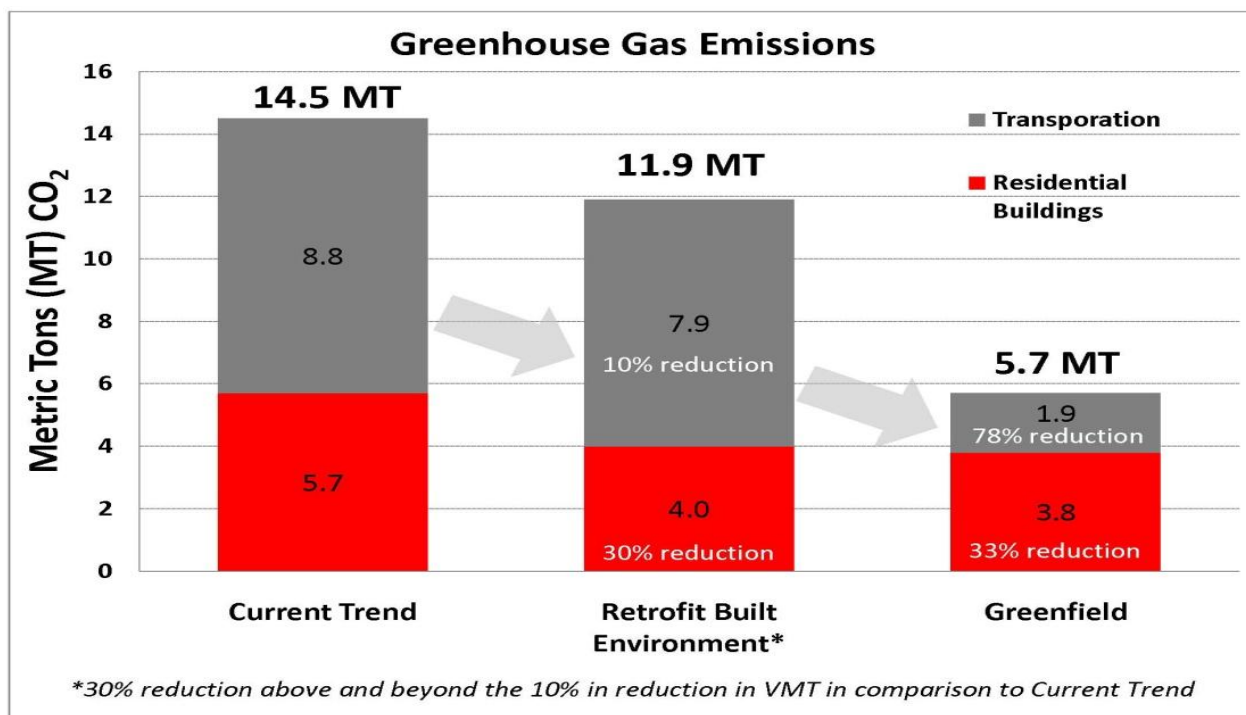
Promote Energy Efficiency and Conservation. Besides being designed to reduce trips and trip length, strategic activity centers will be designed and are proposed to be developed with 'green' infrastructure and buildings to promote energy resource efficiency and conservation. Spreading the costs of 'green' construction and development standards across more units and square footage per acre increases financial feasibility and diminishes the objections to this important long-term resource benefit.

Strengthen the Economy. The strategic centers urban form, hierarchy and distribution of centers creates a competitive economic advantage versus low-density suburbia for attracting private investment, new businesses and entrepreneurs seeking to serve, prosper, and innovate in these more urban oriented, diverse and high activity settings.

Program Priority Considerations

Collaboration and community involvement. The Downtown planning program has benefited from the personal involvement of hundreds of members of the targeted communities, and the City of Fresno has also reached out to tens of thousands of residents, property owners, business owners, downtown workers and visitors, and interested members of the general public to solicit input. The General Plan and Code Updates will ultimately involve hundreds to thousands of stakeholders in scores of planned meetings, workshops, blogs, and public hearings. In addition, Smart Valley Places includes a regional community leadership for smart growth component which Fresno will fully utilize as part of its stakeholder collaboration and community involvement strategy.

Addressing climate change impacts. GHG emission reductions will be accomplished in the Fresno Strategic Centers Solution through a two-pronged, concurrent approach. The chart below represents the estimated improvements in the GHG foot print for the built environment through current and planned retrofit programs as compared with the current trend on the left. The new greenfield development standard being developed is estimated to produce results as indicated on the chart with the far right bar.



Best practices. The Strategic Centers Solution for SB375 Implementation is a comprehensive and integrated approach for addressing all interdependent goals for sustainability, and perhaps one of the few concepts to link new financing mechanisms and feasibility to efficient urban design at scale.

Leveraging additional resources. An award of \$992,214 of Sustainable Communities grant funds to the City of Fresno will be leveraged and supplemented with approximately \$2,206,524 in DOE-EECBG funds, City General Revenue and Enterprise Fee funds to substantially complete Phase 1 of the General Plan and Development Code Update, and leveraged with \$ 634,664 in CDBG funds allocated to the Fulton Corridor and Downtown Neighborhoods plans together with implementing form-based code, for a total Fresno Project cost of \$3,833,402.

Disadvantaged community. The Downtown Plans serve a severely disadvantaged community, as defined. The plan area has a median household income of \$27,929, which is less than 60% of the statewide median income of \$61,021. The plan area includes all or a portion of 20 Fresno census tracts (1–7, 9, 11, 12.01, 13.01, 20, 23, 24, 25.02, 26.01, 26.02, 27.01, 27.02, and 28). Of these 20 census tracts, 15 tracts exhibit concentrated poverty, wherein at least 40 percent of the tract population lives below the federal poverty level. (Every tract within the plan area has at least 27 percent of residents living below the federal poverty level.) Studies show that concentrated poverty severely diminishes educational and economic opportunities for residents. The Downtown Plans will seek to create healthy mixed-income neighborhoods as an alternative to concentrated poverty. Concurrently, the City of Fresno is focusing its other resources to relieve the concentration of poverty in these neighborhoods.

Threshold Requirements. The Strategic Centers program particularly focuses upon adopting and implementing strategies which will achieve the threshold requirements of the Sustainable Communities Planning Grant (California Government Code Section 65041.1) by pursuing a more compact urban form through strategic infill development and constrained peripheral development supportive of an enhanced metropolitan wide transportation system. The project will establish urban form implementation strategies to retain projected growth and development through the year 2035 and

possibly through the year 2050 within the planned urban boundary previously thought to be adequate only through the year 2025. This effort will minimize conversion of productive agricultural lands and other recreational and natural resource open space areas through the implementation of resource management, economic development and fiscal sustainability performance metrics and measures. Based upon preliminary analyses it is anticipated that these measures will be a considerable improvement upon the minimum performance standards of the recently formulated San Joaquin Valley Regional Blueprint study in all metrics related to energy consumption, greenhouse gas and criteria air pollutant emissions.

SECTION TWO – WORK PROGRAM DESCRIPTION AND DELIVERABLES

(A) Status of Fresno’s Strategic Centers General Plan, Development Code, and Core Area Programs.

The City of Fresno initiated its planning programs to update the 2035 General Plan Update, prepare implementing Unified Development Code and Central Core Area planning efforts in January 2009 and has since accomplished substantial progress in preparing the foundation of the Strategic Centers Solution for SB 375 Implementation program. The City’s over-all planning program and the Proposition 84 SGC Sustainable Communities Grant funded activities strive to transform the conceptual resource efficient vision of the 2025 Fresno General Plan into a comprehensive set of plans, policies, implementation programs, performance criteria and progress measurements to achieve a resource efficient, sustainable and equitable urban community. A conceptual scope of work for the general plan and implementing development code has been prepared and widely distributed for stakeholder review and comment. Additionally, a considerable amount of data and analysis of existing conditions has been obtained and documented within GIS shape files.

The City made the commitment of \$450,000 (EECBG), to proceed with the Strategic Centers 2035 Fresno General Plan and implementing Development Code effort now in progress, and authorized the execution of several professional services contracts. Additional professional services contracts are now being executed to establish and utilize the I-PLACE3S scenario planning and performance analysis tool.

The Strategic Centers planning program is now scheduled to proceed with preparation of the detailed project task and administrative work plans and schedules; expansion of project management and collaboration with other public agencies; implementation of major community interaction processes including technical advisory and public participation frameworks; completion of data collection and analysis of resources (air, water, energy, et al); development and implementation of I-PLACE3S scenario evaluation planning tool; preparation and vetting of issues and visioning statements with guiding principles; preparation of existing conditions, opportunities and challenges assessment documents; and preparation of the plan alternatives and subsequent selection of the principal alternative.

The requested \$992,214 in SGC Sustainable Communities planning grant funds will provide \$800,000 for preparation of the critical data and analytical basis for major components of the strategic centers plan. The deliverables provided as a result of the allocation of these requested funds will include: completion of the analytical basis and recommendations for strategic centers urban form structure, land use allocation and design guidelines and standards (\$275,000); completion of integrated mobility studies including enhanced regional travel forecast model incorporating the 4-D (density, design, diversity, destination) analysis (\$300,000); preparation of base climate change analyses (\$25,000); preparation of healthy and equitable community analyses and strategies (\$60,000); preparation of urban area open space, pathways and recreation feature guidelines necessary to support strategic centers with a sense of place (\$15,000); preparation of economic development analysis and implementation strategies

(\$50,000); and, completion of draft fiscal impact and strategic growth criteria and policies (\$75,000). These technical studies and analyses constitute the grant funded deliverables also noted in the attached Appendix M Work Plan.

A \$192,214 portion of the SGC planning grant request will be applied to the central core area planning efforts to augment the City's allocation of \$634,664 as described in the attached Appendix M. The additional funds will be dedicated to the provision of key deliverables necessary to complete the project with the preparation of public review and hearing documents; the conduct of concluding public participation opportunities and public hearing processes; and completion of the adopted plan and form based code implementing documents.

(B) Overall Project Approach, Methods, Budget – Reference to Appendix L.

The planning and engagement process for the General Plan update has already begun and will continue with the conduct of intensive public participation charrettes and will include numerous additional public sessions utilizing I-PLACE3S. This approach will facilitate the selection of, and support for, an array of new General Plan and implementing code approaches to achieve new performance metrics, including reduced energy and hydrocarbon fuel consumption with the attendant reduced production of deleterious air quality and green house gas emissions. Fresno will be the first large city in California to build and assess its General Plan update by evaluating the performance of alternatives using the I-PLACE3S scenario analysis tool, and is designing its work to be model that can be broadly replicable.

The Fulton Corridor Specific Plan (FCSP) and Downtown Neighborhoods Community Plan (DNCP), collectively the "Downtown Plans," will be essential implementing documents for the City's General Plan. The City has allocated a total of \$1.8 million in federal CDBG-R funds through FY 2010-11 for the beginning and intermediate phases of creating the Downtown Plans, and is requesting grant funds to complete identified tasks that include the final stages of work (excluding CEQA documents and supporting technical studies) to prepare the Downtown Plans in FY 2011-12. These plans are the centerpiece of the City of Fresno's proactive effort to revitalize its downtown core and create an economically and environmentally sustainable future for surrounding neighborhoods. The new form-based zoning code that will apply under the FCSP and DNCP will be finalized in these stages, and City staff will be trained on its use (including application to the first several projects after plan adoption), in anticipation of adapting the code to other applicable areas of the City as part of the updated General Plan. The final drafting and hearings funded under this application, much more than earlier stages in the planning process, will create conformity and reinforcement between the Downtown Plans and the General Plan.

Finally, the Downtown Plans are lead elements in the City of Fresno's aggressive response to the new statewide vision for sustainable planning represented by SB 375, AB 32, and the Proposition 84 Sustainable Communities Program, as well as the State's Planning Priorities under GC\$65041.1.

SECTION THREE - PROGRAM EVALUATION, ACCOMPLISHMENTS AND ENVIRONMENTAL OUTCOMES

City of Fresno Annual Strategic Centers Solution Scorecard. The City of Fresno is proposing to use an innovative annual scorecard process to monitor progress in achieving the program objectives. Each January starting 2013, the City of Fresno will produce a report showing data gathered from the various sources identified and listed in Appendix J. This report will be posted on the city website and made available to the Strategic Growth Council for review. Please see Appendix J for details.

SECTION FOUR - ORGANIZATIONAL CAPACITY

The City of Fresno's Development and Resource Management Department (DARM) and Sustainability Services Division has the primary responsibility for the completing the Strategic Centers Solution for SB 375 Implementation through the preparation of the 2035 Fresno General Plan update and the implementing unified development code. The City of Fresno's Downtown and Community Revitalization (DCR) Department has the primary responsibility for completion of the central core area focused Fulton Corridor and Downtown Neighborhoods plans. These departments are responsible for managing contributing professional services contracts and coordinating with multiple contributing city departments and other public agencies. These two City departments are led and staffed by professional planners with substantial experience and expertise in long range planning efforts within the Fresno Metropolitan Area and similar regions throughout the United States. The Sustainability Services Division was established in July 2009 for the specific purpose of accomplishing the Fresno Green Development Code and General Plan Update and has the strong commitment of Mayor Ashley Swearengin in this effort. Mayor Swearengin's administration also established the DCR Department January of 2009 to lead a renewed emphasis upon the rejuvenation of the City's central core area as the necessary primary activity center within a network of well connected contributing but subordinate centers. Mayor Swearengin has a strong professional background in, and commitment to, regionally collaborative efforts addressing land use, transportation, social, economic, education and resource management issues.

The City has also employed the consulting services of highly regarded professional planning and engineering firms to complete contributing land use and transportation planning and resource capacity technical analyses. These include the firms of Calthorpe Associates together with AECOM/EDAW to prepare a comprehensive plan for the southeast quadrant of the metropolitan area which provides urban form and development strategies to achieve highly efficient resource demand performance metrics. The City has also retained the services of Moule and Poyzoides Architects and Planners to prepare the Fulton Corridor and Downtown Neighborhoods plans and implementing form base code. Additionally the services of VRP Technologies and Community Design & Architecture were secured to prepare initial urban typology and capacity analyses for urban centers that will form the basis of the proposed Strategic Centers planning effort. Finally the City has retained the firm of Dyett and Bhatia Urban and Regional Planners together with MW Steele Group to provide project oversight and management, and task completion assistance to assure that the project maintains a demanding schedule and that appropriate adjustments are made to respond to unforeseen project obstacles.

City staff members are also familiar with the application of other affiliated computer analytical tools such as the San Joaquin Valley Air Pollution Control District's Urban Emissions Model (URBEMS) and the Council of Fresno County Government's (FCOG) travel demand forecast model. The long range planning team has a strong working relationship with SJVAPCD and FCOG staffs and can obtain additional assistance to assure that these models will function appropriately in interaction with the IPLACE3S scenario assessments. The use of these tools with IPLACE3S provides the projected quantifications of air quality and greenhouse gas emissions associated with alternative land use allocations and transportation systems. City staff together with the contracted assistance of U.C. Davis, SACOG, PMC, and Eco-Interactive, and a City GIS technician, is fully capable of incorporating the necessary data to assure that the analytical modules of the IPLACE3S tool are applicable for use in the Fresno General Plan update. This capability will ensure the successful application of a fact-based scenario analysis tool for use in testing the performance of Strategic Centers land use and transportation alternative and the transfer of this capability to other cities within the eight-county San Joaquin Valley region.